

## REMARKS

The application contains claims 1 and 3-40. Claims 1, 12, 18, 25 and 32 have been currently amended. The Commissioner is authorized to charge all fees associated with this filing to our Deposit Account No. 11-0600.

In view of the foregoing amendments and following remarks, Applicants respectfully request the Examiner to reconsider and withdraw all outstanding grounds of rejection. Applicant respectfully requests allowance of the application.

### Claim Rejections and Objections

In paragraph 3 of the Office Action, claims 1 and 3-40 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Fuller et al. U.S. Patent No. 5,752,191 (hereinafter *Fuller*) in view of Blackmon et al. U.S. Patent No. 5,309,512 (hereinafter *Blackmon*).

To establish a prima facie case of obviousness, three basic criteria must be met. First, there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to modify the reference or to combine reference teachings. Second, there must be a reasonable expectation of success. Finally, finally the prior art reference (or references when combined) must teach or suggest all the claim limitations. See, *MPEP Section 706.02 (j)*.

Applicants respectfully submits that none of the applied art, either separately or in combination, teaches or suggests "querying a PAAM database in response to a call origination by the calling party, wherein the **database stores personal messages to be delivered to the called party and the calling party...** returning a second PAAM string and a third PAAM string, from the one or more PAAM strings from the database, to the called party in the routed call, wherein the **second PAAM string is a salutation to the called party...**" (emphasis added) as recited, among other features, in claim 1, as presented.

*Fuller* relates to an intelligent telephone control system which is connected to a telephone exchange. Each user of the system is assigned a unique telephone number with the control system routing calls to the user where ever the user may be located. Col. 1, ll. 58-62.

*Blackmon* relates to a call waiting deluxe method where a switching system forwards calls to a service node that provides specialized call processing, e.g., processing requiring text-to-speech, to a number of switching systems without requiring modification of the hardware design of those systems. Abstract.

The Office Action equates the claimed PAAM database to the internal database described in *Fuller*. Col. 9, l. 27. *Fuller* indicates that the Intelligent Telephone Control systems refers to it's internal database to determine how to handle the call. Col. 9, ll. 25-27. *Blackmon* discloses a database 300 that provides a reverse white pages directory which returns a calling party name when a calling party number is provided. Col. 3, 37-39. However, neither *Fuller*, *Blackmon* or any other applied art, applied separately or in combination, teaches or suggests a PAAM database that stores personal messages to be delivered to the called party and the calling party, as claimed.

The Examiner admits that *Fuller* does not disclose return strings to the called party, however relies on *Blackmon* to overcome the deficiencies of *Fuller*. Applicants respectfully submit that *Blackmon* fails to overcome the deficiencies of *Fuller*. For example, *Blackmon* does not teach or suggest returning a second PAAM string to the called party, wherein the second PAAM string is a salutation to the called party, as claimed. *Blackmon*, states that the service node 200 transmits the calling party name and a menu to station 13 using text-to-speech service circuits. Col. 4, ll. 12-14. However, neither *Blackmon*, *Fuller* or any other applied art, applied separately or in combination, teaches or suggests a second PAAM string that is a salutation to the called party, as claimed.

For at least the reasons described above, Applicants respectfully submit that claim 1 is in condition for allowance over the applied art.

To the extent that independent claims 12 and 18 include features of independent claim 1, independent claims 12 and 18 are in condition for allowance for at least the reasons stated above with respect to independent claim 1 and for the additional features recited therein.

Applicants respectfully submit that neither *Fuller, Blackmon* or any other applied art, applied separately or in combination, teaches or suggests, at least, "...the personalized first PAAM string is stored in the local calling party PAAM database by the calling party..." as recited, among other features, in independent claim 25, as presented. Applicants respectfully submit that claim 25 is in condition for allowance over the applied art.

Applicants respectfully submit that neither *Fuller, Blackmon* or any other applied art, applied separately or in combination, teaches or suggests, at least, "...the personalized first PAAM string is stored in the memory by the calling party..." as recited, among other features, in independent claim 32, as presented. Applicants respectfully submit that claim 32 is in condition for allowance over the applied art.

Claims 3-11 depend from independent claim 1, claims 13-17 depend from independent claim 12, claims 18-24 depend from independent claim 18, claims 26-31 depend from independent claim 25, and claims 33-40 depend from independent claim 32 and thus, claims 3-11, 13-17, 18-24, 26-31 and 33-40 are allowable for the reasons stated above with respect to the claim from which they depend, and for the additional features recited therein.

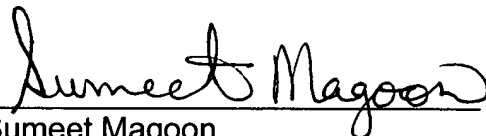
**CONCLUSION**

It is respectfully submitted that, in view of the foregoing amendments and remarks, the application as amended is in clear condition for allowance. Reconsideration, withdrawal of all grounds of rejection, and issuance of a Notice of Allowance is earnestly solicited.

The Office is hereby authorized to charge any additional fees or credit any overpayments under 37 C.F.R. §1.16 or §1.17 to Deposit Account No. 11-0600. The Examiner is invited to contact the undersigned at 202-220-4247 to discuss any matter regarding this application. Allowance is respectfully solicited.

Respectfully submitted,

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